

Case Example: Product & Services Revenue Enhancement

1. Situation

- Regional automation products and services company serving small to medium sized industrial companies in the Southeast
- Company experiencing a flattening of revenues in sales of new automation products
- Sales in the existing Automation Equipment rebuild business was robust and growing and there was no linkage to the new products channel

3. Deliverables

- Created a strategy and approach on how to grow the new automation products channel by 25%
- Integrated the approach with the company strategy to assure the rebuild business would not be negatively affected
- Established an organizational approach that provided direction and accountability to the sales teams across the region

**Industrial
Automation
Company**

2. Key Issues

- Needed to find ways to leverage customers in the Rebuild channel who might also be new customers for the new products channel
- Needed to find a way that ensured that each of the two channels were not developing approaches that would cannibalize the other
- Needed to ensure that approaches used to capture new business was sensitive to current constraints on cash flow

4. Results

- Implementation of the new strategy resulted in a 10% revenue gain within the first 6 months
- The rebuild business simultaneously experienced an 18% revenue growth during the same period
- No additional sales people were needed to accomplish the sales increase, thus preserving cash for the business

"The Conequity team was able to come in quickly, understand our business, then make the right recommendations that got us moving again."

President, Automation Products Company